

Discover how Tech Data’s Practice Builder programme can enrich your Veritas experience

Questions from a hypothetical reseller and answers provided by Tech Data and Veritas.



Q: Reseller: ‘I’ve heard that Tech Data have recently launched a new Veritas Practice Builder programme – what is it?’

A: Rachel Paterson, Tech Data Veritas Business Manager

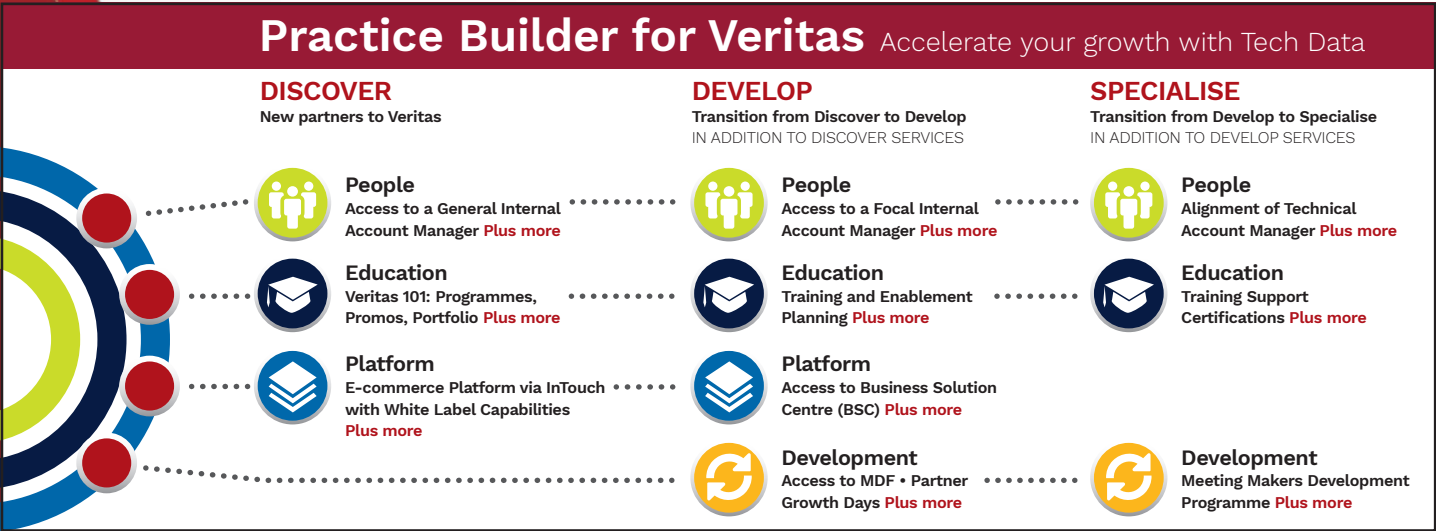
‘This new initiative from Tech Data will provide resellers with knowledge and business development support to help them grow their information management revenue stream with Veritas. It will help elevate a partner’s profile, margin and end customer satisfaction.’

Q: Reseller: ‘That’s great in principle but how exactly can it help me grow my Veritas business?’

A: Rachel Paterson, Tech Data Veritas Business Manager

‘Our Veritas Practice Builder programme aims to enrich our partner base with additional knowledge and skills in Veritas solutions, therefore it enables your business to advise end-user customers with confidence and deliver better customer experiences. Your company will be able to access various tools, resources and benefits that will provide an easier path to growth with Veritas solutions.

‘The programme will help you clearly demonstrate the relevance and value of Veritas solutions to your customers and to identify and address new business opportunities. There are three tiers – Discover, Develop and Specialise – with minimal requirements for the entry level. All partners will have access to support on Veritas programmes and partner benefits, including special bids, sales support and technical training. Tech Data is also working on a dedicated trusted advisor portal for Veritas.



‘Additional benefits will be provided to partners that progress to the higher levels and make further investment in the partnership. These will include access to specialist demonstration facilities and dedicated business development planning and support.’

Q: Reseller: ‘Why does Tech Data partner with Veritas and can you expand on the benefits of signing up to your Practice Builder programme?’

A: Simon Bennett, Business Unit Director Advanced Solutions at Tech Data

‘Veritas is an integral part of our strategic vendor portfolio that enables our business to deliver real value to our partner community. Veritas Practice Builder is designed to elevate a partner’s profile, enhance margin and deliver true value to the end client. Through the enablement, demand generation, complementary vendor sales plays and joint business planning, partners will see increased growth, reduced risk, cost and ensure customer satisfaction.’

Q: Reseller: ‘What does Veritas think of this new programme?’

A: Jamie Farrelly, Veritas VP Channel Sales EMEA

‘The Tech Data relationship with Veritas continues to go from strength to strength and the Practice Builder programme is the latest signpost of this. Tech Data’s ability to engage, enable and support our partners to maximise their value with customers and at the same time grow their business profitably underlines the importance of our strategic relationship.

‘The Tech Data Practice Builder programme enhances a Veritas partner’s ability to be trusted advisors with their customers, whilst increasing their ability to be profitable with Tech Data and Veritas. This unique programme underlines the importance of our strategic relationship with Tech Data in the UK as we constantly innovate to enhance partner and customer value.’

Q: Reseller: ‘How do I know if my business qualifies to be part of this new programme and how do I find out more information to sign up?’

A: Rachel Paterson, Tech Data Veritas Business Manager

‘Our Practice Builder programme is open to both current and new Veritas partners.’

For more information contact me, your dedicated Tech Data Business Manager for Veritas – email Rachel.Paterson@techdata.com or call me on **0738 805 9726**.’

